

SAFE Spotlight

November/December 2009



THE SAFE COMMUNITY NETWORK IS AN INITIATIVE OF THE IOWA DEPARTMENT OF PUBLIC HEALTH'S BUREAU OF SUBSTANCE ABUSE PREVENTION & TREATMENT IN THE DIVISION OF BEHAVIORAL HEALTH

Changing the Culture of Drinking on College Campuses

The tradition of drinking on college campuses has developed into a culture entrenched in every level of college students' environments. "Customs handed down through generations of college drinkers reinforce students' expectations that alcohol is a necessary ingredient for social success," the National Institute on Alcohol Abuse and Alcoholism (NIAAA) states.

The NIAAA says that these beliefs and the expectations that come with them greatly influence how students view and use alcohol. Keg parties, drunken scenes at sporting events, and weekend get-togethers at bars have become the norm at many colleges. Too often, otherwise sensible young people engage in dangerous drinking activities because of peer pressure that permeates their school environment.

But a custom or tradition is not a predisposition, so the key is to challenge those longstanding expectations and change the culture of drinking on college campuses. To help do this, the NIAAA established the Task Force on College

Drinking, a blue-ribbon panel of college presidents, scientists and students who conducted a comprehensive review of research on college drinking and the effectiveness of methods to prevent it.

Among other things, the Task Force concluded that a change in drinking culture requires intervention at three levels: the individual-student, the entire student body, and the community. Because no two schools are alike, programs must be tailored to address each school's specific alcohol-related problems.

The Task Force is confident that this approach can provide schools with techniques that will enable them to realistically assess alcohol-related problems, develop well-documented programs to prevent and reduce the problems, and define measurable outcomes to reflect success or make adjustments.

To view the entire Task Force report and recommended strategies for change about college drinking, go to www.collegedrinkingprevention.gov.

Source: Hazelden Recovery Matters E-News September 2009

CADCA's National Coalition Academy Comes to Iowa

The National Coalition Academy, developed by CADCA's National Coalition Institute, is a year-long innovative training program that combines three-weeks of classroom training, distance learning and Web support. This training will teach your community how to start and/or sustain a highly effective anti-drug coalition.

By the end of the training, each coalition will develop a community assessment, logic model, action plan, intervention plan, evaluation plan and a sustainability plan.

There is no charge for tuition, lodging or meals during the three week-long, on-site classroom

sessions at National Guard facilities. Participating communities are required to pay for all other expenses, including travel.

The dates for the 2010 Iowa Academy are February 22-26, 2010, April 26-30, and August 2-6, 2010. All sessions will be held at the Midwest Counterdrug Training Center at Camp Dodge in Johnston.

To apply to attend the academy, click on this link: [CADCA's Web site](http://www.cadca.org).

Recertified SAFE Coalitions:

Siouxland CARES

Funding Availability*:

- **Charles Stewart Mott Foundation**
www.mott.org
- **Elevation 1-for-1 Match for Nonprofits**
www.elevationweb.org/1for1-grant-match-application.php
- **Edna McConnell Clark Foundation - Youth Development Fund**
www.emcf.org
- **State Farm Good Neighbor Service-Learning Grants**
<http://ysa.org/AwardsGrants/tabid/58/Default.aspx>
- **The Annie E. Casey Foundation**
www.aecf.org
- **Verizon Foundation**
<http://foundation.verizon.com/>
- **Wal-Mart Foundation: National Giving Program**
<http://walmartstores.com/CommunityGiving/203.aspx>

*Funding opportunities published here are selected for their news value and do not signify endorsement by IDPH





Iowa Department of Public Health

Promoting and Protecting the Health of Iowans

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History of the SAFE Community Network

In 1989, the Iowa SAFE Community Network was launched in response to needs and concerns expressed about substance abuse issues across the state. Initially, SAFE was an acronym for "Substance Abuse Free Environment" but now the SAFE format can be used to focus on many prevention-related issues. Offered by the Iowa Department of Public Health, this program helps communities collaborate to reduce substance abuse, crime, violence and other related problems. The Iowa SAFE Community Network is designed to enhance, recognize and support existing prevention services and initiatives in the community and to be a resource to its citizens.

Upcoming Training Opportunities

CLASS ACTION CURRICULUM TRAINING

ON NOVEMBER 9, 2009 IN SIGOURNEY.
FOR MORE INFORMATION CONTACT LYNNE ZOULEK AT
LYNNE.ZOULEK@SIGOURNEYSCHOOLS.COM.

HELPING NEW GRANTEEES GET

SMARTER FASTER WEBINAR ON
NOVEMBER 12, 2009. TO REGISTER CLICK
[HERE](#).

**BUILDING BENCH STRENGTH: FINDING
NEW LEADERS WEBCAST** ON NOVEMBER
19, 2009. FOR MORE INFORMATION,
CLICK [HERE](#).

SUBSTANCE ABUSE PREVENTION

ETHICS ON DECEMBER 8, 2009 IN
JOHNSTON. TO REGISTER, GO TO
WWW.COUNTERDRUGTRAINING.COM.

DOES YOUR AGENCY OR COALITION HAVE
ANY TRAINING INFORMATION THEY WOULD
LIKE TO SHARE IN THE SAFE SPOTLIGHT? IF
SO, E-MAIL JULIE HIBBEN AT
JHIBBEN@IDPH.STATE.IA.US.



Coalition Update & News

Strategic Prevention Framework State Incentive Grant (SPF SIG) Update

The Iowa Department of Public Health will soon host a Web page dedicated to providing information and updates regarding the SPF SIG grant. The link for this Web page will be e-mailed to all SAFE coalitions as soon as it is established. Be watching for this information by December.

Stay on Track Program

Iowa's Counterdrug Task Force is offering training and materials for the Stay on Track curriculum, which is a drug prevention and life skills program focused on 6th to 8th grade students. This program requires a commitment to teach 12 sessions to ensure fidelity. The course and materials are offered at no cost along with free curriculum training. If you would like more information, contact Sgt. Ben Piepho, Iowa Counterdrug Drug Demand Reduction Instructor at 515.252.4736 or ben.piepho@us.army.mil. For more information about the Stay on Track program, go to www.stayontrack-online.com/.

Free Prescription Drug Abuse Prevention Resources

Listed below are a number of other resources available in the Teen Prescription Drug Abuse Toolkit through the TheAntiDrug.com at <http://www.theantidrug.com/resources/teen-rx.aspx>:

Download or Order. The prescription drug abuse brochure is a succinct outline of the growing prescription drug problem and prevention tips for parents.

<http://www.theantidrug.com/pdfs/resources/teen-rx/PrescriptionAbusebrochure.pdf>

Call 1-800-788-2800 to order unlimited quantities.

The "Prescription Drug Strategizer," developed in collaboration with CADCA, shows how to create effective strategies to fight prescription and over-the-counter drug abuse in your community and highlights relevant case studies and resources.

http://www.theantidrug.com/pdfs/resources/teen-rx/CADCA_Strategizer52.pdf

Download and Distribute the "Rx Wallet Card." Follow the simple steps to add your organization's logo or print as is. Post on your Web site for individual use, print copies for members, or send the PDF to a local printer and distribute within your community.

<http://www.theantidrug.com/pdfs/TAD-Rx-Wallet-Card.pdf>

Spread the Word. More than a dozen Open Letter print ads are available for your organization to customize and distribute to your local media, your members, stakeholders, and partners.
<http://www.theantidrug.com/openletter/#prescription>

Sign Up. Encourage parents in your community to sign up for TheAntiDrug.com's Parenting Tips e-Newsletter, a regular e-mail notification with advice and strategies to help keep teenagers healthy and drug-free.
<http://www.TheAntiDrug.com/Newsletter.asp>